

IN THE CLAIMS

Please amend the claims as follows.

Claims 1-30 (cancelled)

31. (previously presented) A disposable beverage container or holder for a beverage container comprising an excitable phosphorescent material for emitting light, configured so that the light forms a visible advertising message or promotional message, in a darkened condition, for an ample period of time after excitation by an external energy source, the external energy source being independent of any electrical power supply carried by the beverage container or holder for a beverage container.

32. (cancelled)

33. (cancelled)

34. (previously presented) The disposable beverage container or holder for a beverage container according to claim 31 wherein the phosphorescent material is on a substrate which is secured to the container or holder.

35. (previously presented) The disposable beverage container or holder for a beverage container according to claim 34 wherein the substrate is a flexible sheet material which is adhesively secured to the container or holder.

36. (previously presented) The disposable beverage container or holder for a beverage container according to claim 31 including a cover over the phosphorescent material through which the advertising message or promotional message is viewed.

37. (previously presented) The disposable beverage container or holder for a beverage container according to claim 36 wherein the cover is detachably engaged with the container or holder.

38. (previously presented) The disposable beverage container or holder for a beverage container according to claim 36 wherein the cover is transparent or translucent.

39. (previously presented) The disposable beverage container or holder for a beverage container according to claim 38 wherein the cover is given a colour cast to modify the colour of the advertising message or promotional message.

40. (previously presented) The disposable beverage container or holder for a beverage container according to claim 31 wherein the beverage container is a disposable bottle.

41-43. (cancelled)